



**City of Scottsdale**  
**Tourism Development Commission**  
**Regular Meeting**  
**Tuesday, June 16, 2020**  
**Meeting held electronically**

**PRESENT:** Linda Dillenbeck, Chairperson  
Sherry Henry, Vice Chair  
Jeanne Alspaugh  
Anna Mineer  
Richard Newman

**ABSENT:** Ken McKenzie  
David Winter

**STAFF:** Karen Churchar  
Steve Geiogamah  
Ana Lia Johnson  
Holli Shannon

**GUESTS:** Kim Boganey, Director of Scottsdale Public Art  
Kerry Dunne, R Entertainment  
Brandon Maxwell, M Culinary Concepts  
Rachel Pearson, Experience Scottsdale  
Rachel Sacco, President/CEO Experience Scottsdale  
Caroline Stoeckel, Experience Scottsdale

**1. Call to Order/Roll Call**

Chair Dillenbeck called the meeting of the Scottsdale Tourism Development Commission to order at 9:01 a.m. and noted the presence of a quorum. Commissioner Winter & Commissioner McKenzie were both absent.

**2. Approval of Minutes**

Commission discussion and action to approve the May 19, 2020 regular meeting minutes. Chair Dillenbeck called for corrections and/or approval of minutes. Chair Dillenbeck made a correction on page 3 regarding the amount for the Scottsdale Stadium marketing.

**NOTE:** MINUTES OF TOURISM DEVELOPMENT COMMISSION MEETINGS ARE PREPARED IN ACCORDANCE WITH THE PROVISIONS OF ARIZONA REVISED STATUTES. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN AND DIRECTION GIVEN BY THE TOURISM DEVELOPMENT COMMISSION AND ARE NOT VERBATIM TRANSCRIPTS. DIGITAL RECORDINGS AND CLOSED CAPTION TRANSCRIPTS OF SCOTTSDALE TOURISM DEVELOPMENT COMMISSION MEETINGS ARE AVAILABLE ONLINE AND ARE ON FILE IN THE CITY CLERK'S OFFICE.

VICE-CHAIRPERSON HENRY MOVED TO APPROVE THE MAY 19, 2020 REGULAR MEETING MINUTES AS AMENDED. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). WITH CHAIR DILLENBECK, VICE CHAIR HENRY, COMMISSIONERS ALSPAUGH, NEWMAN, AND MINEER VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES

**3. FY 2020/21 Tourism Event Retention and Development Process, Uncommitted Funds and Tourism Development Operating Contingency.**

Commission discussion and possible recommendation regarding the tourism event funding process and tentative FY 2020/21 operating contingency budget.

Staff Contact: Karen Churchard

COMMISSIONER NEWMAN MOVED TO APPROVE THE FY 2020/21 TOURISM EVENT AND DEVELOPMENT FUND PROCESS AS PRESENTED. VICE-CHAIRPERSON HENRY SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0) WITH CHAIR DILLENBECK, VICE CHAIR HENRY, COMMISSIONERS ALSPAUGH, NEWMAN, AND MINEER VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES

**4. Canal Convergence Event Update**

Presentation, discussion and possible recommendations regarding Canal Convergence event

Presenter: Kim Boganey, Director of Scottsdale Public Art

Staff Contact: Steve Geiogamah

Kim Boganey, Director of Scottsdale Public Art, provided an overview of the 2019 event, as a partnership with Salt River Project, the City of Scottsdale and Scottsdale Arts and provided an update for the 2020 event.

**5. Scottsdale Drive-In Car Concert Series Event Fund Request**

Presentation, commission discussion and possible recommendation regarding allocation of Tourism Development Operational Contingency funds in the amount of \$75,000 in support of a one-year new event funding agreement with R Entertainment.

Presenter: Kerry Dunne, R Entertainment

Staff Contact: Steve Geiogamah

Brandon Maxwell, M Culinary Concepts, and Kerry Dunne, R. Entertainment, provided an overview of the event series. They provided an update on the programming, entertainers and event budgets.

VICE-CHAIRPERSON HENRY MOVED TO RECOMMEND FUNDING IN THE AMOUNT OF \$50,000 FROM THE TOURISM DEVELOPMENT OPERATIONAL CONTINGENCY FUNDS. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0) WITH CHAIR DILLENBECK, VICE CHAIR HENRY, COMMISSIONERS ALSPAUGH, NEWMAN, AND MINEER VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES

**6. Staff Reports**

Staff presentation and Commission discussion of the following:

- a. Staff Bed-Tax Collection Report

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- b. Staff Bed Tax Hotel Classification Report
- c. Bed Tax Proforma
- d. Program Updates

Staff Contact: Steve Geiogamah

Mr. Geiogamah reviewed staff reports related to bed-tax collection, bed tax hotel classification, bed tax proforma and program updates.

## **7. Public Comment**

There were no members of the public who wished to speak.

## **8. Identification of Future Agenda Items**

The public body may not discuss, deliberate, or take legal action on any matter in the “Identification of Future Agenda Items” unless the specific matter is properly noticed for legal action.

Mr. Geiogamah stated staff would continue review of the budget. He summarized future agenda items including Fiesta Bowl update, Western Week update, Travel USA data, Scottsdazzle, and Experience Scottsdale update.

Vice Chair Henry recalled earlier discussions regarding a stadium tour and update on marketing. Mr. Geiogamah said it is hoped that the next meeting could occur in person at the stadium.

Mr. Geiogamah stated that the next meeting is scheduled for July 21st. It has been the practice of the Commission to break in July, if there are no pressing items. At this point, staff has no such agenda items. Thus, there is the potential to cancel the July meeting, with the August meeting to take place August 18th. There was consensus to proceed on this schedule.

## **9. Adjournment**

With no further business to discuss, being duly moved by Commissioner Mineer and seconded by Vice Chair Henry the meeting adjourned at 10:33 a.m.

AYES: Chair Dillenbeck, Vice Chair Henry, Commissioners Alspaugh, Mineer and Newman with no dissenting votes.

### **Submitted by:**

**Holli Shannon, Tourism Assistant**

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